IP Industry Feedback on Potential Improvement to the IP5 Website

1. Does the website provide the right level of information to educate the public about IP5 cooperation and activities?

    A. *Is the information too detailed or nuanced for the general public?*

    Defining the "general public" broadly as non-patent-attorney persons, our organizations believe that the much of the information on the website is too esoteric for the general public, which could benefit from more explanatory text.

    The home landing page indicates that the site relates to patents and patent offices from five countries. One needs to reference "About IP5 co-operation," however, to access content that will orient the general public; perhaps this content should be made more prominent on the home page. The remaining site content is divided into deep slices of operational and/or subject matter detail that is likely to be difficult for even the average practicing patent attorney to understand without more guiding context. That said, the single most self-explanatory information on the site is under the main menu title "Patent statistics," which provides useful data.

    Our organizations believe the general public would benefit from more background content and more context for each different section.

    B. *Does the content support the purpose?*

    If the purpose is primarily about reporting on past projects and results, existing projects and status, and future plans, then for persons with detailed knowledge and interest in the IP5, the content supports the purpose to some degree. If the purpose of the site is to educate the general public or attorneys more generally, it would be beneficial to modify and/or supplement the content as explained herein.

    In addition, the general public surfing within the IP5 website is likely to be more interested in ongoing and future projects rather than in the completed ones. Thus, ongoing and future work should be presented in a more predominant way.

C. *Do you find the website meaningful?*

The site is very meaningful as a tool to inform the viewer about activities such as cooperation of the IP5 offices with Industry. It could be improved, however. The site presents itself primarily as a compilation of materials and agendas from past meetings without any analysis or scorecard. It is unclear from reviewing the site whether the group's efforts, or what is reported on the website, are meaningful or inconsequential. As a first step to address this, our organizations suggest having the IP5's key accomplishments, or a timeline of IP5 key events, prominently featured.

D. *Do you find the content to be relevant?*

Basically YES. Most patent attorneys are aware that the IP5 group exists. The content on this site is presumably a view of what the offices discuss and how they have organized the discussions.

E. *What is the main purpose for visiting the website?*

1) General curiosity based on some mention of "IP5" on a national patent office website

2) To refresh one's recollection on who/what is the IP5 and what do they do

3) For looking at statistical data, IP5 activities and policy directions.

4) Understanding the activity status of IP5

5) To refer to IP5 meeting materials and Working Group deliverables

6) To check the statistics and the comparison reports among the IP5 offices

7) To check the latest trends of harmonization of IP system

F. *What contents are most useful and interesting with respect to the IP5 and the work being undertaken?*

1) Statistics
2) Final reports
3) Meeting agendas and detailed slide presentations from meetings

4) The activity item is useful because viewers can check the status for each WG.

2. Is the format in which the information is shared understandable and clear?

A. *Are the pages easy to read?*

There are varying industry views on this. Areas for improvement that have been identified include:

- When viewers try to access to the materials of GDTF/ICG, they have to select the "Consultation with Industry" page. When viewers try to access to the materials of PHEP, they have to select the "Activity and Harmonization" page. It would be nice to have some guidance on the activity to make it easier for people who are new to the IP5's homepage.
- When viewing the events calendar, if you select 2019 or 2020, the selected year will be displayed above, but if you select 2021, the selected year will not be displayed. Even if you select recent year 2021, it is desirable that the selected year is displayed.

B. *Is there too much or not enough information?*

The site is overall in no danger of "too much" information. There is always room for more information detailing what is presented on any given sub-page. As indicated above, our groups would recommend adding more background content and more context for each different section.

C. *Are the categories of information useful?*

The categories (*i.e.*, main menu selections) are basically what would be expected. The dropdown menus provide guidance to the viewer to determine if the category looks interesting.

D. *Is it understandable across user groups?*

The website and its content are probably most understandable and meaningful to patent office professionals among the five offices that are

involved with IP5 meetings and whose jobs involve accountability for workflow operations and infrastructure, and internal/external information technologies. This is an extremely small group of specialized professionals across the five offices that have agreed as a group to improve or smoothen "procedural harmonization" as to documents and repeated operational interactions among the offices.

The information is still meaningful, but somewhat less understandable to the user group representatives of the many tens of thousands of "end users" or "customers" worldwide (*i.e.*, practitioners obtaining patent rights for their clients) primarily due to the lengthy timeline for projects, which has resulted in many of the same/similar topics being discussed from year to year.

For those who are not familiar with IP5's efforts, it may be difficult to understand what has been achieved so far and what is being worked on now. It might be helpful to show something like the overall system [diagram](#) in the JPO's explanation of its five-offices activities for better understanding.

E. *What challenges do you experience when going to the website?*

Resolving the unanswered unspoken questions of: 1) What does this all this mean? 2) Is progress being made, and if so, how much how fast? 3) Where do I find a succinct list of completed, in-progress, and future projects, and their respective timelines/status? 4) Who are the industry user group representatives I can contact to ask questions or submit ideas/comments?

Viewers can't find the IP5 offices homepage by using a key word "IP5" in Google. Perhaps SEO measures could be taken to solve this problem.

3. Is the website easy to navigate?

A. *Is the website well organized?*

Yes, given the limited number of topics.

B. *Is the content on the various subpages easy to find?*

Yes, well enough given the limited number of topics. It would be even better if there was guidance. However, it is much better than before.

C. *Can you search the content you are looking for?*

The search-box works as expected and produces a large number of search-term matches and accommodates phrase matching if quotes are used around two or more search terms. It could be improved by guidance.

D. *Are you able to get back to the home page easily?*

Yes, when you are on the site. As noted above, however, when viewers use a key word "IP5" to search the IP5 offices homepage by using Google, viewers can't find the IP5's homepage. Perhaps SEO measures could be taken to solve this problem.

E. *Are you able to find and differentiate links easily?*

Most links provided by the website pages appear in working order. The following link does not appear to work, however:

<LINK ERROR> "Consultation with industry" PPAC

　　Please check https://www.fiveipoffices.org/industry-consultation

<English>

Links within PDF docs provided by the website are non-functional. The PDFs could be created so that the links are operational or at least displayed to permit cut/paste convenience.

In addition, linked user group's homepages other than KINPA are initially displayed in English. For consistency, it would be better to set the linked KINPA's homepage to be initially displayed in English.

4. Is the website user friendly?

A. *What do you like most and least about the website?*

Most:

- Clean uncluttered pages with easy menus

- Patent statistics and resources are very informative. Also, it is good that statistical data can be obtained as Excel data.
- It is convenient to link to the websites of each office and each user group (IPO, AIPLA, JIPA, KINPA, CNIPA). Viewers can get information which viewers can't get on other sites.

Least: On each of 4 different-sized computer screens tested, the screen view is dominated with a nice picture of smiling people in a business meeting such that when a new main menu selection is made, it is unclear if any page content has changed when the picture of smiling people has not changed. It is necessary to scroll down the page to see new content. The picture does change occasionally for a different menu selection, but not always.

B. *Is the site layout simple and useful?*

See response 4(a) above. Additionally, regarding the event schedule, the calendar format display is easier to see and helps.

C. *Is it visibly pleasing?*

See response 4(a) above. Additionally, it is easy to see with a unified HP based on orange and black. However, the cover photo is unclear. A slightly clearer photo will give a better impression.

D. *Do you like the colors and designs?*

Yes, these are satisfactory, or at least not objectionable to a majority of viewers.

E. *Do you find the images on the website useful and/or relevant?*

The content images on IP5 materials and graphs are relevant. The webpage filler pictures are not functionally useful.

One side note on web design, that generic pictures of "people in a business meeting" are often to be avoided because they rarely represent the diversity of a worldwide audience or the many regional sensitivities that exist. Here young

men and women of limited nationalities are portrayed, but no black, brown, religious headwear/clothing, disability, or older-age workers are portrayed.

F. *What would you change?*

No further comment. There is a greater need for more comprehensive and focused content and/or analysis on the site rather than rethinking the presentation of the site.

5. What additional suggestions do you have for improvements to the website?

1) Providing content and contact information for each of the industry user groups.

2) Making a priority of providing up-to-date statistics on the statistics pages. Much of the information is more than one year old. (However, IP5 Industry recognizes that COVID interruptions have presented challenges.)

3) A glossary might be helpful due to the many abbreviations and acronyms within the patent practice, IP5, and patent office operations world.

4) More background on the homepage to orient the general public.

5) A timeline, key accomplishments, and some context around past/present/future projects would be informative.

5) A concise list of industry user group priorities might be interesting in the user group portion of this site. It would be helpful and perhaps interesting to see the highest priority needs and wish list from the industry user perspective relative to the highest priority needs and wish list from the IP5 office perspective.

6) A section giving examples of how intellectual property supports innovation. Perhaps each industry group could provide such examples.